

OMAHA

*Shorthorn and
Polled
Shorthorn
Bull Sale*



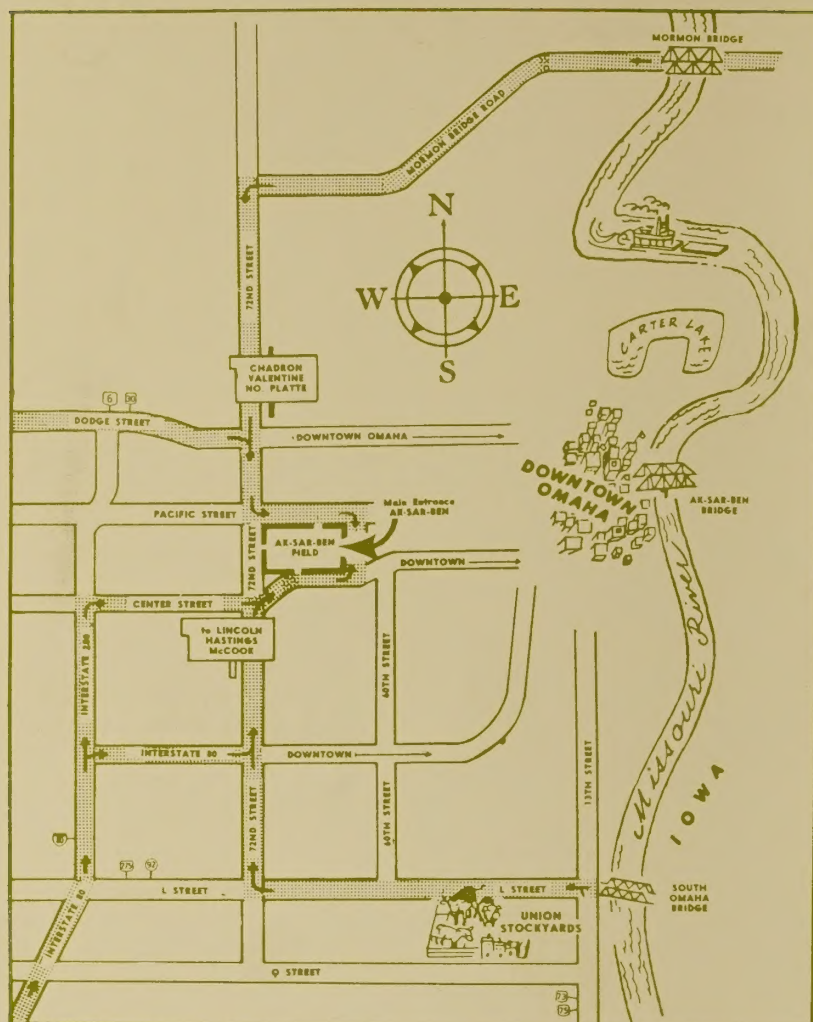
FEB. 9

1971

OMAHA, NEB.

Where Quality is a Tradition!

How To Get To AK-SAR-BEN



ATTENTION ALL SHORTHORN AND POLLED SHORTHORN SHOW AND SALE EXHIBITORS

The following rules are in effect at all Ak-Sar-Ben Livestock Sales. These are for the protection of the exhibitor, the buyer and Ak-Sar-Ben.

1. ALL CATTLE MUST BE DOUBLE TIED.
2. NO SMOKING IN THE LIVESTOCK BARN.
3. NO TRUCKS ALLOWED IN THE LIVESTOCK BARN AT ANY TIME.
4. PARK TRUCKS AND CARS AWAY FROM THE LOADING CHUTES AND IN THE AREA NORTH OF THE LIVESTOCK BARN . . . OR . . . IN THE SOUTH PARKING LOT.
5. CONSIGNORS SHOULD CHECK WITH BUYERS IN REGARD TO WATERING AND FEEDING CATTLE IF LEFT OVERNIGHT.
6. AK-SAR-BEN IS NOT RESPONSIBLE FOR ANY ANIMALS.
7. NO CATTLE WILL BE ALLOWED TO LEAVE THE GROUNDS WITHOUT A RELEASE.

—KNIGHTS OF AK-SAR-BEN

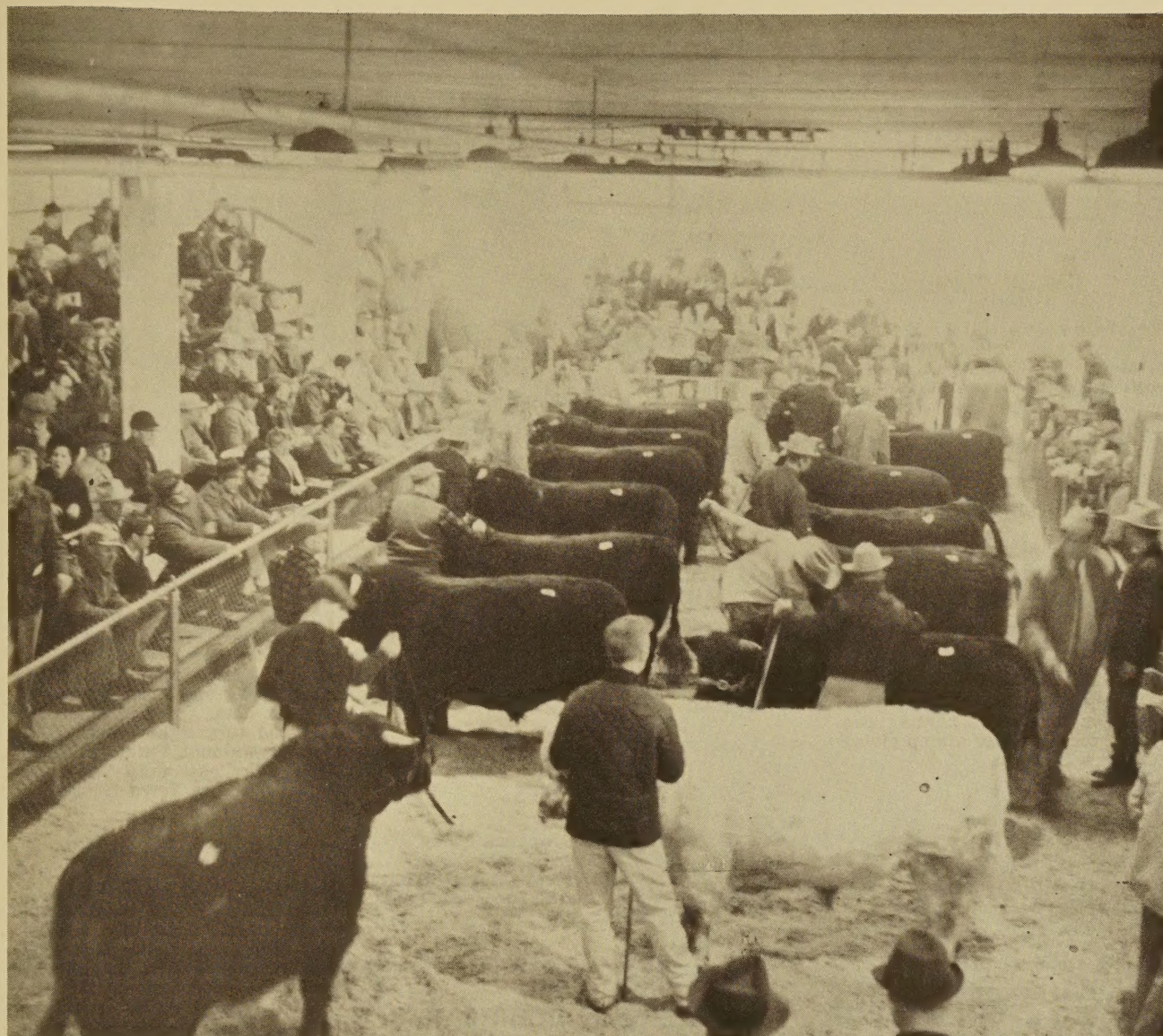
SALE HEADQUARTERS

PROM TOWN HOUSE

MOTOR INN

7000 Dodge Street

Omaha, Nebraska



The championship class at a former Omaha Shorthorn sale. Some of the best sires to sell during the entire year are offered in these annual sales.

Shorthorns and Polled Shorthorns will be exhibited in separate shows on February 8th. Both the shows and the sale will be held at Ak-Sar-Ben Field, 72nd and Center St.

56th ANNUAL
Omaha Shorthorn
and
Polled Shorthorn
Show and Sale

February 9, 1971

79 HEAD

75 BULLS — 4 FEMALES

INFORMATION

SHOW TIME

Separate shows will be held for Shorthorns and Polled Shorthorns on Monday, February 8. Polled Shorthorns will show at 12:30 p.m. Shorthorns will be shown at 3:00 p.m.

SALE TIME

The sale will get underway at 1:00 p.m. Tuesday, February 9.

LOCATION

The show and sale will be held at Ak-Sar-Ben Field, Omaha. See inside front cover for a map giving the exact location.

TERMS

The terms of this sale are cash unless other arrangements have been made in advance with the owners and the sale manager notified. Settlements are to be made with the clerk of the sale immediately at the conclusion of the auction. All stock will be at the buyer's risk as soon as bid off.

GUARANTEE

All cattle sold in this sale will be sold under the Standard Guarantee endorsed by the American Shorthorn Breeders' Ass'n.

LIABILITY

Each transaction in this sale will constitute a contract between the buyer and seller of each lot. The auctioneer, ringmen, or sale manager have been employed for specific tasks not connected with the handling of the cattle or the condition of the premises and they will accept no liability, legal or otherwise, for the buying contract or for any accident. Neither can the seller accept any liability for injuries that may occur. All persons attend this sale at their own risk.



Part of 17 Shorthorn and Polled Shorthorn bulls sold by Nebraskans to a Missouri Angus herd. This sale is filled with the same kind of rugged, quality bulls.

ALL BULLS WEIGHED

As last year, all bulls will be weighed show day. These weights will be available to buyers. Weight-per-day-of-age figures will also be posted.

FOOTNOTES

Where footnotes appear, they have been furnished by the consignors. Announcements from the auction block take precedence over data in this catalog.

REGISTRATION CERTIFICATE

A certificate of registry will be furnished with each registered lot and will be transferred to the buyer without cost to him. Application for registry, properly signed, will be furnished with each unborn calf sold in dam.

HEALTH

All cattle will be T.B. and Bang's tested. Official calfhood vaccination for Bang's has always been practiced. All cattle are guaranteed to comply with the health regulations of any state or country into which they may go. If there are exceptions, it will be announced from the auction block.

LUNCH

Will be available at the grounds.

HEADQUARTERS

Prom Town House Motor Inn (Best Western), 7000 Dodge Street (northeast corner of 72nd and Dodge). Plenty room for trucks in back of motel. Cross Dodge Street on 72nd, go north about 100 yards and turn right (east), right before Paramount Furniture Store. Follow alley east until you come to back of Prom Town House.

ANNOUNCEMENTS

Any changes from information of any kind in this catalog will be announced from the auction block and such announcements take precedence over the printed word.

AUCTIONEER

Dick Kane, Wisner, Nebraska.

SALE MANAGER

A.S.A. Sale Management
8288 Hascall Street
Omaha, Nebr. 68124

FIELDMEN

C. D. Swaffar, American Shorthorn Ass'n.

Ted Aegerter, American Shorthorn Ass'n.

Sherman Berg, American Shorthorn Ass'n.

Bill Stunkel, American Shorthorn Ass'n.

Bob Fitzgerald, The Nebraska Farmer.

Arch Stone, The Wallace's Farmer.

Larry North, The Shorthorn World.



Hel-Lo-Na Consort x, champion and top-selling bull at the 1969 Omaha sale for G. W. Zinnel & Sons, Rockwell City, consignors of two head to this sale. Pictured right to left, G. W. Zinnel; Judge Keith Dykins, Beach, N.D. who bought the bull on order for \$1,750 for Melvin Dronen, Finley, N.D., and Jungels Shorthorn Farm, Coppertown N.D.; Delmar Zinnel at the halter.

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Profit Is The Name Of The Game!

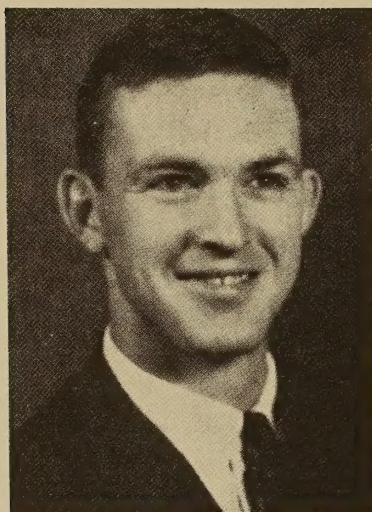
Yes, sir, we are all in the cattle business to make money. That's why Omaha is so important to the Shorthorn and Polled Shorthorn industry. For 56 years, the profit-making kind of sires for registered and commercial breeders have been offered. Well over 4,000 bulls have gone through this sale. Year after year, the buyer's lists are made up of repeat customers. Why? Because they got their money's worth.

The very fact that Omaha has been an important sale for 56 years tells us that it has been a successful market. We couldn't have had this many sales without customers. The fact that we have had healthy buyer support indicates the quality that is annually offered.

This year's sale should contain the strongest set of both Shorthorns and Polled Shorthorns offered in some years. Consignors indicate that they are bringing their best.

Best be on hand February 9th and take home a "BIG HELPING OF HERD BULL POWER."

Bill Stunkel, Sale Manager



Ken Holloway
Frederick, Oklahoma
Judge

Holloway is a former fieldman for the American Shorthorn Ass'n. He is currently Oklahoma Livestock Industry Coordinator.

Officers and Directors of The Omaha Shorthorn and Polled Shorthorn Ass'n

President

Levi JohnsonAtlantic, Iowa

Vice President

Russell Blomstrom
Waverly, Nebr.

Sec'y-Treasurer

Bill StunkelFremont, Nebr.

Directors

Lou LaughlinImogene, Iowa
Bill OtleyLincoln, Nebr.
Ed RockerSeward, Nebr.
Lloyd DavisOakland, Iowa

SHOW CLASSIFICATION

POLLED SHORTHORNS

Show starts at 12:30 p.m., Monday, Feb. 8th

BULLS

CLASS I—Bulls calved before 1969

Lots 1, 2 and 3

CLASS II—Bulls calved Jan. 1 to March 31, 1969

Lots 4, 5, 6, 7, 8, 9, 10 and 11

CLASS III—Bulls calved during April, 1969

Lots 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25 and 54

CLASS IV—Bulls calved during May, 1969

Lots 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36

CLASS V—Bulls calved June 1 to August 31, 1969

Lots 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 55 and 56

CLASS VI—Bulls calved after Sept. 1, 1969

Lots 49, 50, 51, 52 and 53

CHAMPION BULL..... RESERVE BULL.....

FEMALES

CLASS VII—All Females

Lots 57, 58, 59 and 60

SHORTHORNS

Show starts around 3:00 p.m.

BULLS

CLASS VIII—Bulls calved before 1969

Lots 61 and 62

CLASS IX—Bulls calved Jan. 1 to April 31, 1969

Lots 63, 64, 65 and 24

CLASS X—Bulls calved May 1 to June 30, 1969

Lots 66, 67, 68, 69 and 70

CLASS XI—Bulls calved July 1 to August 31, 1969

Lots 71, 72, 73, 74, 75 and 76

CLASS XII—Bulls calved after September 1, 1969

Lots 77, 78 and 79

CHAMPION BULL..... RESERVE BULL.....

Ak-Sar-Ben will award plaques to the champion Shorthorn and Polled Shorthorn bulls. Plaques will also be given reserve champion bull winners, champion female and to the premier consignor (the consignor with largest total receipts).



Some typically good, quality, modern Iowa Polled Shorthorn bulls. This sale is filled with the same kind of rugged herd improvers.

LOT 1—BULL

Duane Rocker

HI WAY BARON x3407-785

Tattoo RE 40

Dark Roan. Calved May 10, 1968. Bred by Ronald Larson, Carrington, North Dakota; owned by Duane Rocker, Walton, Nebraska.

SIRE:

Hilldale Major x
Roan, J. W. Bennett

[Hilldale Commander x
Roan, J. W. Bennett
W S U Flossie 4th
Roan, Washington State U.

DAM:

Hi Way Golden Chain K x
Red, Ronald Larson

[Leaders Kingpin x
Red, Minor O. Blum
Hi Way Golden Chain x
Red, Ronald Larson

HI-WAY BARON x—A big, sound bull that should be a dehorning sire. The J. W. Bennett and Washington State University herds are both known for their large, fast-gaining Shorthorns and Polled Shorthorns.

LOT 2—BULL

Valley View Farms

V V CRUSADER 61st x3395-436

Tattoo LE V40H RE V40H

Dark Roan. Calved October 17, 1968. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:

V V Crusader 12th x
Red, Valley View Farms, Inc.

[Timberlee's Consort 32nd x
Dk. Roan, F. W. Smalstig
V V Missie 19th x
Red, Fred Blomstrom & Sons

DAM:

V V Rosewood 88th x
Rn., Valley View Farms, Inc.

[S & T Pacemaker 12th
Dk. Rn., M. B. Tucker & Son
V V Rosewood 73d x
Red, F. Blomstrom & Sons

LOT 3—BULL

Valley View Farms

V V CRUSADER 63rd x3395-439

Tattoo LE V47H RE V47H

Red. Calved November 2, 1968. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:

V V Crusader 24th x
Dk. Rn., Valley View Farms

[Timberlee's Consort 32nd x
Dk. Roan, F. W. Smalstig
V V Ruby 31st x
Dk. Rn., Russell Blomstrom

DAM:

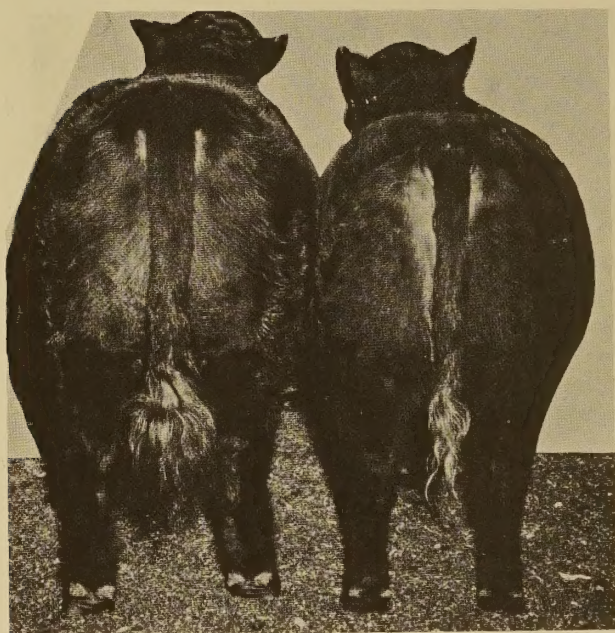
V V Silver Ruby 23rd x
Red, Russell Blomstrom

[V V President x
Dk. Rn., F. Blomst'm & Sons
V V Silver Ruby 6th x
Roan, F. Blomstrom & Sons



VV CRUSADER 24th x

A ton bull and a member of Valley View's champion pair of bulls at the 1968 Polled Congress. Lot 3 is a son and Lot 50 is a full brother.



The best pair at the 1969 Illinois State Sale for Leemon Stock Farm, consignors of two bulls to this sale.

LOT 5—BULL **Leemon Stock Farm**
CEREMONIOUS CONSTRUCTOR x3397-123

Tattoo LE A162

Red. Calved January 29, 1969. Bred and owned by Leemon Stock Farm, Hoopeston, Illinois.

SIRE:
Gloriadale Fascination x
Red, Gloriadale Farms, Ltd.

[Glatwyn Official x
Roan, R. & G. Clodfelter
Gloriadale Mardi Pauline
Red, Gloriadale Farms, Ltd.]

DAM:
Butterfly Princess
Red, Cecil Steinmetz

[Leveldale Collector
Red, W. MacGillivray
Lady Butterfly C
Red, Cecil Steinmetz]

CEREMONIOUS CONSTRUCTOR x—A full brother to our great Balmoral bull. A big, good-headed, dark red bull with a good set of feet and legs. His dam produced more good bulls than any cow in our herd.

LOT 7—BULL **Oliver Mosteller & Son**
PRAIRIE VIEW CONSORT 11th x3400-466

Tattoo RE M39

Roan. Calved February 17, 1969. Bred and owned by Oliver Mosteller & Son, Bern, Kansas.

SIRE:
Double L Consort 49th x
Red, Lou Laughlin

[Skirmish Hill's Consort x
Red, F. W. Smalstig
Butterfly 36th x
Red, Lou Laughlin]

DAM:
Prairie View Flossy x
Roan, Frank E. Smith

[Bar-Rus Cumberland x
Red, William F. Werhahn
N H Flora x
Roan, Frank E. Smith]

PRAIRIE VIEW CONSORT 11th x—A bull with a lot of natural muscling and the length to go with it. A herd sire prospect.

LOT 4—BULL **Valley View Farms**
V V CRUSADER 68th x3402-904

Tattoo LE V90H RE V90H

Red. Calved January 16, 1969. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:
Timberlee's Consort 32nd x
Dk. Roan, F. W. Smalstig

[Timberlee's Consort x
Red, Hawthorne Farm
P S Lavender Thyme 25
Rn., Penn. State University]

DAM:
V V Augusta 46th x
Red, Valley View Farms, Inc.

[V V Fascination x
Red, F. Blomstrom & Sons
V V Augusta 24th x
Red, Fred Blomstrom & Sons]

LOT 6—BULL **Oliver Mosteller & Son**
PRAIRIE VIEW CONSORT 10th x3400-465

Tattoo RE M65

Red. Calved February 17, 1969. Bred and owned by Oliver Mosteller & Son, Bern, Kansas.

SIRE:
Double L Consort 49th x
Red, Lou Laughlin

[Skirmish Hill's Consort x
Red, F. W. Smalstig
Butterfly 36th x
Red, Lou Laughlin]

DAM:
Kenwood Sobriety May 5th x
Red, Carol Dean Reynolds

[Glatwyn Gladiator x
Roan, R. & G. Clodfelter
Kenwood Sobriety May 3d x
Roan, Carol Dean Reynolds]

PRAIRIE VIEW CONSORT 10th x—A half brother to this bull was one of the heaviest bulls for his age at last year's Omaha Sale.

LOT 8—BULL **Duane Rocker**
RIVERSIDE ORANGE LAD x3404-105

Tattoo LE 692

Roan. Calved March 8, 1969. Bred by Fred A. Johnson, Elm Creek, Nebraska; owned by Duane Rocker, Walton, Nebraska.

SIRE:
Sangamon Gold Nugget x
Red, Mr. & Mrs. T. H. Snethen

[T P S Coronet Meridian x
Red, Avenel Farm
Lanedale Gold Drop x
Red, Ellis L. Shafer]

DAM:
Duchess of Gloster 43d x
Roan, Albert Hultine & Sons

[Saltoun Orange King
Dk. Rn., A.M.T. Fletcher Est.
Duchess of Gloster 22d x
Roan, Albert Hultine & Sons]

RIVERSIDE ORANGE LAD x—A long-bodied, trim bull that shows good muscling.

LOT 9—BULL**Arnold Buller****A T B PRESIDENT 113th x3407-191**

Tattoo LE 9T

Red. Calved March 19, 1969. Bred and owned by Arnold Buller, Utica, Nebraska.

SIRE:

V V President 5th x
Red, Fred Blomstrom & Sons

V V President x
Dk. Rn., F. Blomst'm & Sons
Valley View Augusta 18th x
Dk. Rn., F. Blomst'm & Sons

DAM:

A T B Rosew'd Beauty 10th x
Roan, Arnold Buller

A T B Hallm'k Exp'ss 38th x
Roan, Arnold Buller
Rosewood's Beauty x
Red, Laurence Buller

ATB PRESIDENT 113th x—A smooth, modern bull by the 1957 Nebraska Futurity champion. His dam is one of the largest cows in the herd. One-half brother to last year's second top-selling polled bull in this sale.



The late and great VV President 5th x. Few bulls have had a more consistent record of siring the right kind.

LOT 10—BULL**Arnold Buller****A T B PRESIDENT 115th x3407-188**

Tattoo LE 13T

Red. Calved March 22, 1969. Bred and owned by Arnold Buller, Utica, Nebraska.

SIRE:

V V President 5th x
Red, Fred Blomstrom & Sons

V V President x
Dk. Rn., F. Blomst'm & Sons
Valley View Augusta 18th x
Dk. Rn., F. Blomst'm & Sons

DAM:

A T B Augusta Maid 6th x
Red, Arnold Buller

Hallmark Express x
Red, A. L. Russell
Collynie's Augusta x
Red, Arnold Buller

ATB PRESIDENT 115th x—A dark red son of VV President 5th x and out of a Hallmark Express dam... one of the good cows in our herd. He is a three-quarter brother to last year's second top-selling Omaha polled bull. This one also has weight for age.

LOT 11—BULL**Valley View Farms****V V NAPOLEON 36th x3413-087**

Tattoo LE V18J RE V18J

Roan. Calved March 24, 1969. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:

V V Napoleon x
Dk. Rn., Valley View Farms

Acadia Napoleon 30th
White, Cyrus S. Eaton
V V Missie 19th x
Red, Fred Blomstrom & Sons

DAM:

V V Maud 6th x
Roan, Russell Blomstrom

V V Leishman 2d x
Dk. Rn., F. Blomst'm & Sons
V V Maud 5th x
Roan, F. Blomstrom & Sons

LOT 12—BULL**Otto Johnson****ROMULUS WONDER 3rd x3424-265**

Tattoo LE J52

Roan. Calved April 1, 1969. Bred and owned by Otto Johnson, Lohrville, Iowa.

SIRE:

Romulus Wonder x
White, Otto Johnson

Saraguay Romulus
Dk. Roan, W. C. Pitfield
Ruth Gloster 5th x
Roan, Otto Johnson & Son

DAM:

B F Red Lady 3rd x
Red, Harold Bacon

Gloriadale Executive x
Red, Gloriadale Fms., Ltd.
Crown's Red Lady 2d x
Red, Ralph Palmer & Sons

ROMULUS WONDER 3rd x—A very smooth bull with sound feet and legs. His pedigree is one of the best. Look this one over... you'll like him.

LOT 13—BULL**Don Johnson & Sons****SUPREME MAX LEADER 7th x3404-849**

Tattoo LE J67

Red. Calved April 4, 1969. Bred and owned by Don Johnson & Sons, Hoopeston, Illinois.

SIRE:

Max Leader 29th x
Red, Lou Laughlin

Coronet Max Leader 4th x
Red, Lewis W. Thieman
Duchess of Gloster 36th x
Red, Lou Laughlin

DAM:

Ceremonious Jilt Leaf 3d
Dk. Rn., Leemon Stock Farm

L F Fashion x
Red, Landon Farms
Ceremonious Jilt 8th x
Dk. Rn., Leemon Stock Farm

SUPREME MAX LEADER 7th x—A son of Max Leader 29th x, sire of the 1965 Polled Congress reserve champion female. Good size and bone and out of a large Leemon-bred cow.



This Achilles-bred bull was supreme champion at a recent Nebraska Futurity Sale for Rocker Bros. Lot 14 is of this same rich breeding and high quality.

LOT 14—BULL

Rocker Bros.

R B ACHILLES 70th x3407-941

Tattoo LE 911

Red. Calved April 5, 1969. Bred and owned by Rocker Bros., Seward, Nebraska.

SIRE:

R B Achilles 13th x
Red, Rocker Bros.

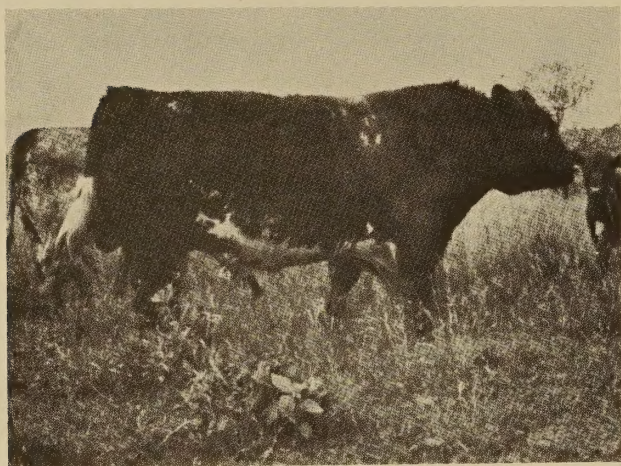
(Achilles
Red, Wm. Bartholomay, Jr.
Augusta Duchess 8th x
Red, Lou Laughlin

DAM:

R B Lovely A 2d x
Red, Rocker Bros.

(R. B. Superbomber x
Dk. Roan, Rocker Bros.
Braemor Lovely
Rn., C. L. Retzlaff & Sons

RB ACHILLES 70th x—A full brother sold in Omaha for \$1,100 in 1969. Another full brother was reserve champion at Columbus in 1965.



Kelly Creek Royal x, 1967 Polled Congress champion, is the sire of Lot 15.

LOT 15—BULL

Duane Rocker

R P S GOLDEN LASER 19th x3404-588

Tattoo LE RPS RE 109

Red. Calved April 5, 1969. Bred and owned by Duane Rocker, Walton, Nebraska.

SIRE:

Kelly Creek Royal x
Roan, Lloyd Becker & Sons

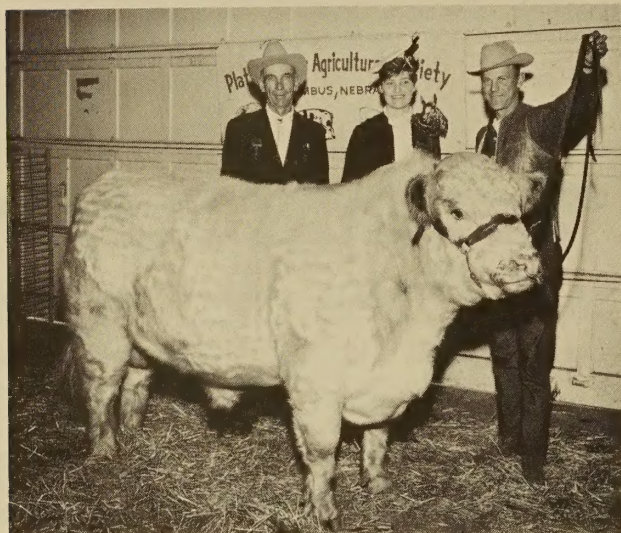
(Hi Way Prince Bob x
Red, Walter H. Larson
Royal Violet
Red, Floyd Fisk

DAM:

R B Ruby 7th x
Red, Rocker Bros.

(R B Superbomber x
Dk. Roan, Rocker Bros.
R B Ruby 2d x
Red, Rocker Bros.

RPS GOLDEN LASER 19th x—A long, trim son of the 1967 Congress champion bull and a full brother to the 1969 Nebraska Futurity top-seller. He is the big, fast-growing kind as proven by his weights... 205-day adjusted weight, 590 lbs., 365-day weight, 1,030 lbs.



Jerry Loseke holds Valley View's supreme champion at the 1968 Nebraska Futurity. Lot 16 is by the same sire.

LOT 16—BULL

Valley View Farms

V V CRUSADER 85th x3425-486

Tattoo LE V36J RE V36J

Dark Roan. Calved April 7, 1969. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:

Timberlee's Consort 32nd x
Dk. Rn., F. W. Smalstig

(Timberlee's Consort x
Red, Hawthorne Farm
P S Lavender Thyme 25
Rn., Penn. State University

DAM:

V V Missie 25th x
Dk. Roan, Russell Blomstrom

(V V President x
Dk. Rn., F. Blomst'm & Sons
V V Missie 13th x
Dk. Rn., F. Blomst'm & Sons

LOT 17—BULL**Clark Bros.****C B CAPTIVATOR 9th x3407-242**

Tattoo RE C168

Red. Calved April 7, 1969. Bred and owned by Clark Bros., Liberty, Nebraska.

SIRE:

Captivator's High Regard x
Red, Geo. Garvin Brown

(Captivator of Bapton x
Red, Cecil & Nigel Moores
Willgrace Mayflower 3rd x
Red, D. B. Thieman

DAM:

Elbee Rosy Lass x
Roan, Leonard E. Bigham

(Coronet Max Leader 2d x
Red, Lewis W. Thieman
America Rosy Lass x
Roan, Leonard E. Bigham

CB CAPTIVATOR 9th x—A half-brother to this bull was grand champion steer over all breeds at the 1970 Johnson County Fair, Tecumseh, Nebr.

**MAX LEADER 29th x**

Sire of the reserve grand champion female of the 1965 Polled Congress. Also the sire of two bulls in this sale including Lot 18.

LOT 18—BULL**Don Johnson & Sons****SUPREME MAX LEADER 9th x3404-847**

Tattoo LE J64

Roan. Calved April 9, 1969. Bred and owned by Don Johnson & Sons, Hoopeston, Illinois.

SIRE:

Max Leader 29th x
Red, Lou Laughlin

(Coronet Max Leader 4th x
Red, Lewis W. Thieman
Duchess of Gloster 36th x
Red, Lou Laughlin

DAM:

Cer Queen of Scots 19th
Roan, Leemon Stock Farm

(Oakwood Essential x
Wh., C. B. Teegardin & Sons
Cer Queen of Scots 18th
Red, Leemon Stock Farm

SUPREME MAX LEADER 9th x—A son of Max Leader 29th x. He has size and quality to make a top herd sire. He did well at the shows last summer.

LOT 19—BULL**Oliver Mosteller & Son****PRAIRIE VIEW CONSORT 15th x3422-979**

Tattoo RE M29

Red. Calved April 12, 1969. Bred and owned by Oliver Mosteller & Son, Bern, Kansas.

SIRE:

Double L Consort 49th x
Red, Lou Laughlin

(Skirmish Hill's Consort x
Red, F. W. Smalstig
Butterfly 36th x
Red, Lou Laughlin

DAM:

Prairie View Gloria x
Red, Frank E. Smith

(Bar-Rus Cumberland x
Red, William F. Werhahn
N H Flora x
Roan, Frank E. Smith

PRAIRIE VIEW CONSORT 15th x—A good-headed bull with a lot of length and size for his age.

LOT 20—BULL**Valley View Farms****V V CRUSADER 86th x3425-485**

Tattoo LE V39J RE V39J

Red. Calved April 13, 1969. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:

Timberlee's Consort 32nd x
Dk. Rn., F. W. Smalstig

(Timberlee's Consort x
Red, Hawthorne Farm
PS Lavender Thyme 25
Rn., Penn. State University

DAM:

V V Rose 15th x
Red, F. Blomstrom & Sons

(Kintyre Martinet x
Red, Kenner Shorthorn Fms.
Valley View Rose 10th x
Dk. Rn., F. Blomstrom & Sns.

LOT 21—BULL**G. W. Zinnel & Sons****HEL-LO-NA LUNAR x3408-067**

Tattoo LE 69D3

Red. Calved April 14, 1969. Bred and owned by G. W. Zinnel & Sons, Rockwell City, Iowa.

SIRE:

Hel-Lo-Na Royal Bugler x
Red, G. W. Zinnel & Sons

(Kinross Bequest x
Red, Martin Blass
Hel-Lo-Na Secret 2d x
Red, G. W. Zinnel & Sons

DAM:

Hel-Lo-Na Laven'r Lass 8th x
Red, G. W. Zinnel & Sons

(Collynie Kinross 11th x
Red, Martin Blass
Hel-Lo-Na Lavend'r Lass 5th
Red, G. W. Zinnel & Sons

HEL-LO-NA LUNAR x—A heavy-boned bull with very good weight for age. His sire weighs right at a ton.

LOT 22—BULL**Martin Blass****BROWNDAL E BASIS (twin) x3411-216**

Tattoo RE BC12

Roan. Calved April 16, 1969. Bred and owned by Martin Blass, Early, Iowa.

SIRE:

Browndale Fortress x
White, Otto Johnson

Browndale Banker x
Red, Otto Johnson
Roan Sharon
Dk. Roan, Chester Mitchell

DAM:

Clara Belle 5th x
Red, Martin Blass

Scotsdale Kinross
Red, S. G. Bennett
Clara Belle 2d x
Red, Martin Blass

BROWNDAL E BASIS x—A good, sound bull with plenty of size for age. His dam is by Scotsdale Kinross and of the Clara Belle family that has always produced good cattle.

LOT 24—BULL**Martin Blass****BROWNDAL E EMBLEM x3411-217**

Tattoo RE BC02

Red. Calved April 21, 1969. Bred and owned by Martin Blass, Early, Iowa.

SIRE:

Browndale Fortress x
White, Otto Johnson

Browndale Banker x
Red, Otto Johnson
Roan Sharon
Dk. Roan, Chester Mitchell

DAM:

La Joy Florence Bonnet
Red, Lloyd W. Obrecht & Son

Scotsdale Millwood
Red, S. G. Bennett
La Joy's Flossie Pearl
Rn., L. W. Obrecht & Son

BROWNDAL E EMBLEM—A big, growthy bull out of a daughter of Scotsdale Millwood. A full brother to the third top Shorthorn bull in the 1969 Iowa Bull Test Station. Dehorned.

Shorthorns are the "Great Improver." According to the publication "European Breeds of Cattle" over 30 recognized breeds owe their parentage to Shorthorns. Included are Charolais, Maine-Anjou, Santa Gertrudis, Beefmaster and Angus. If you are interested in F 1 heifer programs, go with the breed that has been the most successful crossing breed for nearly 300 years. Shorthorns "quality mark" their progeny while other breeds merely "color mark" theirs.

LOT 23—BULL**Pecharich Bros.****P B ROYAL ARCHER 13th x3410-500**

Tattoo LE 26P9

Red. Calved April 16, 1969. Bred and owned by Pecharich Bros., Good Hope, Illinois.

SIRE:

P B Royal Archer 9th x
Red, Pecharich Bros.

P B Royal Archer x
Dk. Roan, Pecharich Bros.
Westw'd Way Ros'w'd 12th x
Roan, M. L. Magee

DAM:

Juggler's Rosemary D
Red, Pecharich Bros.

Juggler's King x
Red, Lewis W. Thieman
Rosemary 22d x
Red, F. T. Brown

PB ROYAL ARCHER 13th x—A big, smooth, thick bull with heavy bone and sound feet. 205-day weight, 550 lbs. He weighed 1,400 lbs. in late December. His sire was also a large, modern bull.

LOT 25—BULL**Clarence E. Mohn****CORONET STAR x3407-503**

Tattoo LE 917

Red, little white. Calved April 25, 1969. Bred and owned by Clarence E. Mohn, Cottonwood, Minnesota.

SIRE:

Coronet Supreme x
Roan, Clarence E. Mohn

T P S Coronet Fores't 6th x
Dk. Rn., Lewis W. Thieman
Marengo Maid x
Roan, Clarence E. Mohn

DAM:

Superb Lily B 4th x
Red, Huso Bros.

Lynnwood Appeal x
Red, Lynnwood Farm
Superb Lily 7th x
Red, Huso Bros.

CORONET STAR x—Had a weaning weight of 589 lbs. on Minnesota Beef Improvement Ass'n test. A yearling weight of 1,027 lbs.

LOT 26—BULL**Arnold Buller****A T B ACHILLES 7th x3413-694**

Tattoo LE 29T

Red. Calved May 1, 1969. Bred and owned by Arnold Buller, Utica, Nebraska.

SIRE:

R B Achilles 48th x
Red, Rocker Bros.

R B Achilles 13th x
Red, Rocker Bros.
R B Collynie Rosewood x
Red, Rocker Bros.

DAM:

A T B Hallm'k's Gard'a 7th x
Red, Arnold Buller

V V President 5th x
Red, F. Blomstrom & Sons
Hallmark's Gardenia x
Red, Arnold Buller

ATB ACHILLES 7th x—A bull with a lot of weight for age from a good Gardenia dam. He weighed 1,450 lbs. December 22nd.

LOT 27—BULL **Lou Kennedy & Sons**
CLEARVIEW TROUBADOUR 32nd x3405-852

Tattoo RE 160K

Red, little white. Calved May 2, 1969. Bred and owned by Lou Kennedy & Sons, Lewis, Iowa.

SIRE: Clearview Troubadour 3rd x
 Clearwood Troubadour 14th x
 Red, Lou Kennedy & Sons

(Clearview Troubadour 3rd x
 Roan, Lou Kennedy & Sons
 Orange Blossom 158th x
 Red, Lou Kennedy & Sons)

DAM: Lady Lavender 70th x
 White, Lou Kennedy & Sons

(Troubadour's Fame x
 Dk. Roan, Glenn A. Windom
 Lady Lavender 69th x
 Roan, Lou Kennedy & Sons)

CLEARVIEW TROUBADOUR 32nd x—A modern type son of Clearview Troubadour 14th x, a half-brother to the top-selling bull at the 1968 Southwest Iowa Sale, Red Oak.



Clearview Troubadour 3rd x, 1966 Omaha Polled Shorthorn champion and top seller for Lou Kennedy & Sons, Lewis, Iowa. Lot 27 is a bull of this same Troubadour breeding.

LOT 28—BULL **Duane L. Colburn**
W S KING PIN x3414-360

Tattoo RE W916

Red. Calved May 3, 1969. Bred and owned by Duane L. Colburn, Sac City, Iowa.

SIRE: Ceremonious Highlight x
 Red, Leemon Stock Farm

(Gloriadale Fascination x
 Red, Gloriadale Farms, Ltd.
 Cer Rosewood Lass x
 Red, Leemon Stock Farm)

DAM: Count's Sweetbrier x
 Red, Minor O. Blum

(Susanna's Count x
 Dk. Rn., Robert E. Savage
 Golden Sweetbrier x
 Red, Minor O. Blum)

WS KING PIN x—His sire is by the AAA Gloriadale Fascination x and out of an AA cow. This bull's dam is a large, roomy cow. He is the modern type and should do well in any herd.



Good steers are the mark of an improving sire. Omaha bulls have a reputation for siring the right kind.

LOT 29—BULL **Alvin Blaas & Sons**
AL PA VICTOR x3414-872

Tattoo LE 908

Dark Roan. Calved May 4, 1969. Bred and owned by Alvin Blaas & Sons, Rockwell City, Iowa.

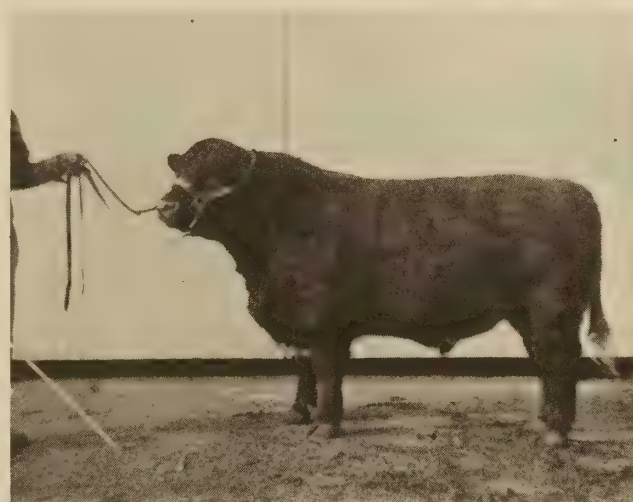
SIRE: Browndale Jim x
 Red, Martin Blass

(Browndale Fortress x
 White, Otto Johnson
 Anna Belle 18th x
 Red, Martin Blass)

DAM: Broadhooks Lass
 Red, Alvin Blaas & Sons

(Hel-Lo-Na Perfection x
 Red, G. W. Zinnel & Sons
 Abercrombie Broadh'ks 5th
 Red, Theodore B'gqu't & Son)

AL-PA VICTOR x—A long, big, modern bull ready for heavy service. We bought his sire in the 1968 Omaha sale where he was one of the top bulls. This is his first son. Jim was probably the best bull I ever bought in Omaha.



BROWNDALE JIM x

Sire of Lot 29 and Lot 38 bulls consigned by Alvin Blaas & Sons. This sire certainly looks the right kind.



A typically long, modern, good Rocker Bros. bull. This one was a champion at the Republican Valley Sale, Alma, Nebr.

LOT 30—BULL Pecharich Bros. P B GAMBLER 3rd x3410-511

Tattoo LE 33P9

Dark Roan. Calved May 6, 1969. Bred and owned by Pecharich Bros., Good Hope, Illinois.

SIRE:

Sangamon Gambler x
Roan, Mrs. T. H. Snethen

(Sangamon Commando x
Rd., Mr. & Mrs. T. H. Sneth'n
Oakwood Pauline C x
Dk. Rn., C. B. Teeg'in & Sons

DAM:

Archer's Rosemary D D x
Red, Pecharich Bros.

(P B Royal Archer 9th x
Red, Pecharich Bros.
Leader's Rosemary D D x
Roan, Pecharich Bros.

PB GAMBLER 3rd x—Another large, heavy-boned, good-footed bull. 205-day weight, 510 lbs. Weighed 1,395 lbs. in December. Note he is out of the same cow family as our Lot 23 bull selling in this sale. This female tribe is a top-producing group.

LOT 31—BULL Merlin Wollesen & Sons WEST WIND MONARCH x3448-928

Tattoo RE W3

Roan. Calved May 12, 1969. Bred and owned by Merlin Wollesen & Sons, Lake View, Iowa.

SIRE:

Hel-Lo-Na Royal Sultan x
White, G. W. Zinnel & Sons

(Clearview Dividend x
Roan, Lou Kennedy & Sons
Roan Jewel 18th x
Roan, Mrs. Arnold Hade

DAM:

C V Collynie Princess x
Red, Vernes Farrell & Sons

(Collynie Monarch x
Roan, Mary E. Forney
Center View Princess x
Roan, Vernes Farrell & Sons

WEST WIND MONARCH x—The first son we have decided to sell by Hel-Lo-Na Royal Sultan x that we purchased from Zinnels. Royal Sultan's sons and daughters have won many purples in county and state shows.... 1967 reserve grand champion heifer, Iowa State Fair; champion heifers consistently at county fairs the past four years; reserve champion carcass steer, on the hoof, 1970 Iowa State Fair (this steer dressed over 67 per cent with a loin of 1.9 square inches per 100 lbs. of weight). This bull gives every indication of equalling his sire's reputation for size, muscling and loin eye.

LOT 32—BULL Rocker Bros. R B APOLLO 9th x3407-969

Tattoo LE 923

Red, white marks. Calved May 13, 1969. Bred and owned by Rocker Bros., Seward, Nebraska.

SIRE:

M F Orbit 22 x
Red, R. Magill

(Verona V Lynn x
Red, R. Magill
Juggler's Queen x
Red, R. Magill

DAM:

R B Rosetta 13th x
Red, Rocker Bros.

(R B Achilles 13th x
Red, Rocker Bros.
R B Lady Rosetta 12th x
Roan, Rocker Bros.

RB APOLLO 9th x—A three-quarter brother to our top-seller at Columbus last fall.



HEL-LO-NA NOBLEMAN 2nd x
Sells as Lot 33 in this sale.

LOT 33—BULL G. W. Zinnel & Sons HEL-LO-NA NOBLEMAN 2nd x3405-994

Tattoo LE 140

Dark Roan. Calved May 14, 1969. Bred and owned by G. W. Zinnel & Sons, Rockwell City, Iowa.

SIRE:

Royal Sultan x
White, Martin Blass

(Hel-Lo-Na Sultan x
White, G. W. Zinnel & Sons
Clara Belle 4th x
Dk. Roan, Martin Blass

DAM:

Hel-Lo-Na Orange Duchess
18th x
Red, G. W. Zinnel & Sons

(Hel-Lo-Na Leader x
Red, G. W. Zinnel & Sons
Hel-Lo-Na Duchess 5th x
Red, G. W. Zinnel & Sons

HEL-LO-NA NOBLEMAN 2nd x—Here is a full brother to the extremely trim and heavy-muscled bull we had at Omaha last year. This bull stood fourth in a very strong class at the Iowa State Fair and was junior champion at Spencer. In addition, he was a member of our three-bull group which placed second behind Melbourne Farms at the Iowa State Fair.



The rear quarter is still the "pay off" in the beef business. This group of Polled Shorthorn bulls shows the type of wide, heavy-muscled quarters for which the breed is famous.

LOT 34—BULL **Oliver Mosteller & Son**
PRAIRIE VIEW CONSORT 17th x3422-980

Tattoo RE M59

Red. Calved May 16, 1969. Bred and owned by Oliver Mosteller & Son, Bern, Kansas.

SIRE:

Double L Consort 49th x
Red, Lou Laughlin

Skirmish Hill's Consort x
Red, F. W. Smalstig
Butterfly 36th x
Red, Lou Laughlin

DAM:

Prairie View Blondie x
Red, Frank E. Smith

Bar-Rus Cumberland x
Red, William F. Werhahn
C V Blondie x
Roan, Frank E. Smith

PRAIRIE VIEW CONSORT 17th x—A bull with a lot of size for age. The kind buyers are looking for today.

LOT 36—BULL **Rocker Bros.**
R B APOLLO 11th x3407-972

Tattoo LE 927

Red. Calved May 24, 1969. Bred and owned by Rocker Bros., Seward, Nebraska.

SIRE:

M F Orbit 22 x
Red, R. Magill

Verona V Lynn x
Red, R. Magill
Juggler's Queen x
Red, R. Magill

DAM:

R B Violet Blossom 7th x
Red, Rocker Bros.

R B Achilles 13th x
Red, Rocker Bros.
R B Gold Blossom
Red, Rocker Bros.

R B APOLLO 11th x—A three-quarter brother was supreme champion at the 1970 Futurity. This is the same type of bull... trim, long and heavy-muscled.

LOT 35—BULL **Clarence E. Mohn**
LEADER LANCER x3415-165

Tattoo LE 924

Red. Calved May 23, 1969. Bred and owned by Clarence E. Mohn, Cottonwood, Minnesota.

SIRE:

Thomas Leader 26Y x
Red, C. S. Thomas & Son

Coronet Max Leader x
Roan, Lewis W. Thieman
Thomas Amethyst 61T x
Red, C. S. Thomas & Son

DAM:

Lancelot's Rosewood x
Red, Clarence E. Mohn

Oakwood Lancelot x
Red, C. B. Teegardin & Sons
Rosewood Gift x
Red, Clarence E. Mohn

LEADER LANCER x—Had a weaning weight of 548 lbs. and a yearling weight of 924 lbs. on Minnesota Beef Improvement Ass'n test.

LOT 37—BULL **M. E. Wollesen & Sons**
WEST WIND COMMANDER x3448-927

Tattoo RE W1

Roan. Calved June 10, 1969. Bred and owned by M. E. Wollesen & Sons, Lake View, Iowa.

SIRE:

Hel-Lo-Na Royal Sultan x
White, G. W. Zinnel & Sons

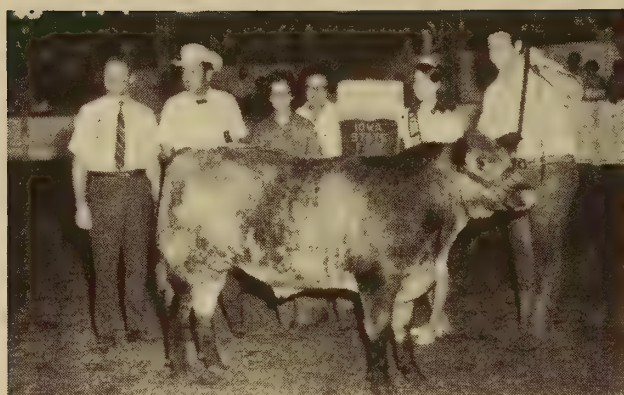
Clearview Dividend x
Roan, Lou Kennedy & Sons
Roan Jewel 18th x
Roan, Mrs. Arnold Hade

DAM:

Village Gloster x
Red, Martin Blass

Juggler's Conquest 9th x
Red, Matt Laughlin
Commando's Gloster 2d x
Red, Joe Blass

WEST WIND COMMANDER x—Out of our senior herd bull and a half-brother to the 1970 reserve champion Shorthorn carcass on hoof at the 1970 Iowa State Fair. A half-sister was the 1967 Iowa State Fair reserve grand champion.



This steer, bred by Ray Peregrine, Fullerton, Nebr., was grand champion over all breeds at the 1969 Iowa State Fair and breed champion at the American Royal and International. Lot 39 is closely related to this major show winner.

LOT 39—BULL **Rocker Bros.**
R B ACHILLES 81st x3407-948

Tattoo LE 941

Red. Calved July 15, 1969. Bred and owned by Rocker Bros., Seward, Nebraska.

SIRE:
R B Achilles 13th x
Red, Rocker Bros.

(Achilles
Red, Wm. Bartholomay, Jr.
Augusta Duchess 8th x
Red, Lou Laughlin

DAM:
R B Scarlet Lady 37th x
Roan, Rocker Bros.

(Four Dees Ambassador x
White, Four Dees Farms
R B Scarlet Lady 25th x
Red, Rocker Bros.

RB ACHILLES 81st x—A full brother to his dam is doing a great job for Ray Peregrine, Fullerton, Nebr., having sired the steer (shown above) which won heavily in 1969 plus many other champions.

LOT 41—BULL **Lou Laughlin**
L L AMBASSADOR 8th x3424-343

Tattoo LE LL/34G

Roan. Calved August 1, 1969. Bred and owned by Lou Laughlin, Imogene, Iowa.

SIRE:
R B Ambassador 30th x
Roan, Rocker Bros.

(Four Dees Ambassador x
White, Four Dees Farms
R B Rosewood 11th x
Red, Rocker Bros.

DAM:
Double L Lavender 35th x
Red, Lou Laughlin

(Tulleevin Journeyman x
Red, Tulleevin Farms
L L Lavender 27th x
Red, Lou Laughlin

LOT 38—BULL **Alvin Blaas & Sons**
AL PA WONDER x3414-869

Tattoo LE 907

Red. Calved July 2, 1969. Bred and owned by Alvin Blaas & Sons, Rockwell City, Iowa.

SIRE:
Browndale Jim x
Red, Martin Blass

(Browndale Fortress x
White, Otto Johnson
Anna Belle 18th x
Red, Martin Blass

DAM:
Nonpareil Charmer x
Red, Alvin Blaas & Sons

(Cloverdale Viking 7th x
Dk. Roan, R. L. Flamme
Nonpareil Queen 4th x
Red, Alvin G. Blaas

AL PA WONDER x—A good, modern bull with plenty of size, out of our biggest cow and the same sire as Lot 29.

LOT 40—BULL **Duane L. Colburn**
W S OFFICIAL CHOICE x3424-120

Tattoo RE W903

Red. Calved July 24, 1969. Bred and owned by Duane L. Colburn, Sac City, Iowa.

SIRE:
Ceremonious Highlight x
Red, Leemon Stock Farm

(Gloriadale Fascination x
Red, Gloriadale Farms, Ltd.
Cer Rosewood Lass x
Red, Leemon Stock Farm

DAM:
Red Princess 2nd x
Red, Martin Blass

(Kinross Perfect x
Red, Martin Blass
Red Princess 12th x
Red, Otto Johnson

WS OFFICIAL CHOICE—This red bull shows promise of being a great individual. A grandson of the AAA Gloriadale Fascination x and out of a large cow from the Blass herd.

LOT 42—BULL **Otto Johnson**
NUGGET'S SYMBOL x3435-639

Tattoo LE J4

Dark Roan. Calved August 5, 1969. Bred and owned by Otto Johnson, Lohrville, Iowa.

SIRE:
Nugget's Max x
Roan, Jilji J. Wellik & Sons

(Nugget's Repeal x
Red, Seely Bros.
Golden Princess 3d x
Roan, Jilji J. Wellik & Sons

DAM:
Quietvale Marydale A
Red, Wm. F. Benning

(Fair Acres Financier
Roan, Chas. Ewald & Son
Quietvale Marydale 8th
Red, Wm. F. Benning

NUGGET'S SYMBOL x—A large, rugged bull with plenty of bone. He is very smooth with a good head. He will add size and quality to your herd. He weighed 1,200 lbs. on November 6th.

LOT 43—BULL **Don Johnson & Sons**
SUPREME PARAMOUNT x3419-601

Tattoo LE J75

Red. Calved August 8, 1969. Bred and owned by Don Johnson & Sons, Hoopeston, Illinois.

SIRE: [Gloriadale Fascination x
 Ceremonious Paramount x
 Red, Leemon Stock Farm
 Red, Gloriadale Farms, Ltd.
 Ceremonious Mayflower 4th
 Roan, Leemon Stock Farm]

DAM: [Max Leader 29th x
 Supreme Dorothy 2nd x
 Roan, Don Johnson & Sons
 Red, Lou Laughlin
 Cer Lady Dorothy 3d x
 Roan, Leemon Stock Farm]

SUPREME PARAMOUNT x—A young bull with plenty of size for a modern bull. Grandson of the AAA Gloriadale Fascination x.



Four Dees Governor 2nd x, sire of Lot 45 for Paul Mann.

LOT 44—BULL **Ricky Johnson**
SUPREME PARAMOUNT 2nd x3419-600

Tattoo LE J77

Roan. Calved August 16, 1969. Bred and owned by Ricky Johnson, Hoopeston, Illinois.

SIRE: [Gloriadale Fascination x
 Ceremonious Paramount x
 Red, Leemon Stock Farm
 Red, Gloriadale Farms, Ltd.
 Ceremonious Mayflower 4th
 Roan, Leemon Stock Farm]

DAM: [Oakwood Essential x
 Lady Jealousy 2nd
 Roan, Ricky Johnson
 Wh., C. B. Teegardin & Sons
 Ceremonious Jealousy 25th x
 Red, Leemon Stock Farm]

SUPREME PARAMOUNT 2nd x—Has plenty of bone and quality to make a top sire. Out of the Jealousy family that did so much for the Leemon herd.

LOT 45—BULL **Paul Mann**
ASHGROVE GOVERNOR 21st x3415-967

Tattoo RE M321

Roan. Calved August 20, 1969. Bred and owned by Paul Mann, Manley, Nebraska.

SIRE: [Home Again Governor x
 Four Dees Governor 2nd x
 Roan, Four Dees Farms
 Dk. Rn., Home Again Farms
 B F Countess 3d x
 Red, Harold Bacon]

DAM: [A T B President 12th x
 Ashgrove Ann 4th x
 Red, Paul Mann
 Red, Arnold Buller
 Red Lady Ann x
 Red, Kenner Shorthorn Fms.]

LOT 46—BULL **Don Johnson & Sons**
SUPREME PARAMOUNT 4th x3430-248

Tattoo LE J76

Red. Calved August 26, 1969. Bred by David Johnson, Hoopeston, Illinois; 2nd owner, June 1, 1970, Don Johnson & Sons, Hoopeston, Illinois.

SIRE: [Gloriadale Fascination x
 Ceremonious Paramount x
 Red, Leemon Stock Farm
 Red, Gloriadale Farms, Ltd.
 Ceremonious Mayflower 4th
 Roan, Leemon Stock Farm]

DAM: [Oakwood Essential x
 Lady Lavender x
 Roan, Leemon Stock Farm
 Wh., C. B. Teegardin & Sons
 Cer Lavender Lady 3d x
 Red, Leemon Stock Farm]

SUPREME PARAMOUNT 4th x—A bull with tremendous quality out of the dependable Lavender family and a grandson of the AAA Gloriadale Fascination x.

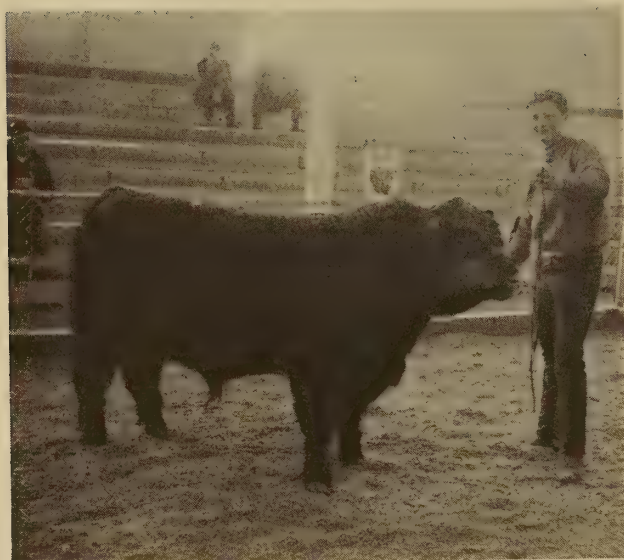
LOT 47—BULL **Henry Buss & Son**
T T SPOTTED TOBY x3428-091

Tattoo LE 927

Roan. Calved August 26, 1969. Bred and owned by Henry Buss & Son, Columbus, Nebraska.

SIRE: [Leveldale Rythm
 Homeplace Benefactor
 Red, Wm. A. Allison's Sons
 Red, Mathers Bros.
 Empress 43d
 Red, Wm. A. Allison's Sons]

DAM: [A T B President 42nd x
 T T P Lady Crystal x
 Red, Henry Buss & Son
 Red, Arnold Buller
 Lady Crystal x
 Roan, Henry Buss & Son]



This Henry Buss & Son bull was a champion and top seller at the 1967 Omaha Polled Shorthorn Sale. Buss is consigning two bulls to this sale.

LOT 48—BULL A T B Polled Shorthorns **A T B TROUBADOUR 21st x3422-183**

Tattoo LE 47T

Roan. Calved August 28, 1969. Bred by Arnold Buller, Utica, Nebraska; 2nd owner, February 24, 1970, A T B Polled Shorthorns, Utica, Nebraska.

SIRE:
Clearview Troubadour 7th x
White, Lou Kennedy & Sons

[Troubadour's Fame x
Dk. Roan, Glenn A. Windom
Marigold Bloom 23rd x
White, Lou Kennedy & Sons

DAM:
A T B Gloster Gard'ia 11th x
Red, Arnold Buller

[V V President 5th x
Red, Fred Blomstrom & Sons
Gloster Gardenia x
Roan, Laurence Buller

ATB TROUBADOUR 21st x—By the 1966 Omaha champion and top-seller. A half-brother to the 1969 and 1970 Nebraska Futurity champion females. He is a little young but he could solve some mighty big herd bull problems.

LOT 49—BULL Henry Buss & Son **T T SUPER BEN x3428-092**

Tattoo LE 948

Roan. Calved October 3, 1969. Bred and owned by Henry Buss & Son, Columbus, Nebraska.

SIRE:
Homeplace Benefactor
Red, Wm. A. Allison's Sons

[Leveldale Rythm
Red, Mathers Bros.
Empress 43d
Red, Wm. A. Allison's Sons

DAM:
T T Leader's Princess x
Roan, Henry Buss & Son

[Lanedale Leader 24th x
RWM, Ellis L. Shafer
Westend Princess 3d x
Roan, Fred W. Oeltjen

LOT 50—BULL Valley View Farms **V V CRUSADER 97th x3429-808**

Tattoo LE V13K RE V13K

Dark Roan. Calved November 4, 1969. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:
Timberlee's Consort 32nd x
Dk. Roan, F. W. Smalstig

[Timberlee's Consort x
Red, Hawthorne Farm
P S Lavender Thyme 25
Rn., Penn. State University

DAM:
V V Ruby 31st x
Dk. Roan, Russell Blomstrom

[V V Leishman 2d x
Dk. Rn., F Blomstrom & Sons
V V Ruby 17th x
Red, Fred Blomstrom & Sons

LOT 51—BULL Leemon Stock Farm **CEREMONIOUS CHARGER x3429-401**

Tattoo LE C1

Red. Calved January 3, 1970. Bred and owned by Leemon Stock Farm, Hoopeston, Illinois.

SIRE:
Gloriadale Challenger x
Red, Gloriadale Farms

[Constellation of Bapton x
Red, Cecil & Nigel Moores
Gloriadale Mayflower 27th
Dk. Rn., Gloriad'le Fms. Ltd.

DAM:
Cer Augusta Rose 4th x
Red, Leemon Stock Farm

[L F Fashion x
Red, Landon Farms
Ceremonious Augusta 16th x
Roan, Leemon Stock Farm

CEREMONIOUS CHARGER x—The junior calf from our show herd. He has size, thickness and a great quarter. His dam produced our champion heifer at the Valley City Congress. This one can go to a top herd and do well.

LOT 52—BULL Valley View Farms, Inc. **V V CHARTER x3447-035**

Tattoo LE V60K RE V60K

Red. Calved April 1, 1970. Bred and owned by Valley View Farms, Inc., Waverly, Nebraska.

SIRE:
Grandview Charter x
Red, Mervin Deason

[Scotsdale Volterra
Red, S. G. Bennett
Modest Gloria x
Red, Love & Love

DAM:
V V Princess Ruby 26th x
Roan, Valley View Fms., Inc.

[Acadia Napoleon 30th
White, Cyrus S. Eaton
V V Princess Ruby 11th x
Red, F. Blomstrom & Sons

LOT 53—BULL**Tomson Bros.****WAKONIAN PROSPECTOR 8th x3431-380**

Tattoo LE 704

Red. Calved January 12, 1970. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE:

Sutherland Prospector x
Red, Geo. Garvin Brown

(Sutherland Nugget x
Red, Mrs. Dorothy Coleman
J & M Hulda 2d x
Red, James E. Swisher

DAM:

Victoria 34th
Red, Tomson Bros.

(Louada Javelin
Red, H. L. Dewhurst
Victoria 30th
Red, Tomson Bros.



Sutherland Prospector x, grand champion at the National Show, Lincoln; Kentucky State Fair; Dixie National and International. He is the sire of Lot 53 consigned by Tomson Bros.

LOT 54—BULL Andrew M. & J. & J. Humphreys**TINYWTRA'S METEOR 50th x3409-558**

Tattoo RE 759

Red. Calved April 5, 1969. Bred and owned by Andrew M. Humphreys & J. & J. Humphreys, Wolcott, Indiana.

SIRE:

Gloriadale Meteor 34th x
Red, Gloriadale Farms, Ltd.

(Gloriadale Meteor 5th x
Red, Gloriadale Farms, Ltd.
Gloriadale Mayflower 2nd x
Red, Gloriadale Farms, Ltd.

DAM:

Tinywtra's Cer Jealousy x
Red, J. & J. Humphreys

(Clover Butler x
Red, Glen L. Anderson
Ceremonious Augusta 2d x
Red, Leemon Stock Farm

LOT 55—BULL**J. & J. Humphreys****TINYWTRA'S ROYAL x3429-156**

Tattoo RE 999

Roan. Calved June 17, 1969. Bred by Dean Morgan, Lafayette, Indiana; calved property of J. & J. Humphreys, Wolcott, Indiana.

SIRE:

Deanita Royal 5th x
Red, Dean Morgan

(Glatwyn Royal x
Red, Ray & Ger'd Clodfelter
Dale's Clara 2nd
Red, Dale Blessing

DAM:

Deanita Princess 5th x
Roan, Dean Morgan

(Noble Spectator x
Roan, C. DeBusk & Sons
Deanita Princess x
Red, Dean Morgan



Gloriadale Meteor 34th x, a ton bull on pasture as a ten-year-old. Sire of Lot 54 consigned by Jim and John Humphreys, Wolcott, Ind.

LOT 56—BULL**J. & J. Humphreys****TINYWTRA'S DIADEM 4th x3429-160**

Tattoo RE 839

Red. Calved August 21, 1969. Bred and owned by J. & J. Humphreys, Wolcott, Indiana.

SIRE:

Gloriadale Diadem x
Red, Gloriadale Farms

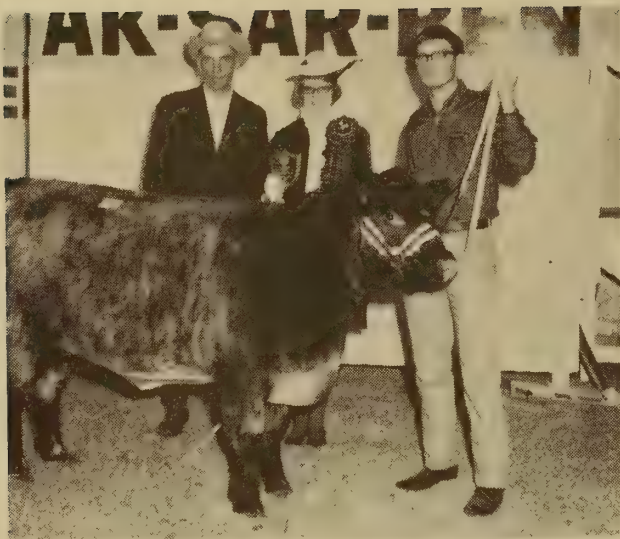
(Constellation of Bapton x
Red, Cecil & Nigel Moores
Chicnecto Rosewood 7th
Red, H. F. Carter & Son

DAM:

Richwood 22 Mina x
Red, J. T. Richardson & Sons

(Richwood Jr Executive 22d x
Rn., J. T. Richardson & Sons
Richwood X Mina x
Red, J. T. Richardson & Sons

TINYWTRA'S DIADEM 4th x—A sound bull with ample size and bone. His mother was reserve champion female at the Indiana State Spring Sale in 1967.



This female, Hel-Lo-Na Fairy Ring x, was champion at last year's Omaha Sale for G. W. Zinnel & Sons. Lots 57 and 58 are half-sisters to the sire of this champion.

LOT 58—FEMALE **Merlin Wollesen & Sons** **WEST WIND BELL x3448-925**

Tattoo RE 9W

Roan. Calved June 28, 1969. Bred and owned by Merlin Wollesen & Sons, Lake View, Iowa.

SIRE:

Hel-Lo-Na Royal Sultan x
 White, G. W. Zinnel & Sons

(Clearview Dividend x
 Roan, Lou Kennedy & Sons
 Roan Jewel 18th x
 Roan, Mrs. Arnold Hade

DAM:

Golden Belle 7th x
 Roan, Martin Blass

(Scotsdale Kinross
 Red, S. G. Bennett
 Golden Belle 5th x
 Roan, Martin Blass

WEST WIND BELL x—Another daughter of the sire-of-champions. Sultan has given us the top-selling female at the 1970 Cedar Rapids Sale; 1967 reserve champion female, Iowa State Fair; reserve champion carcass steer of the breed at Iowa. Sells bred to Browndale Command x.

LOT 60—FEMALE **Henry Buss & Son** **T T B LANGLTREE AUGUSTA 6th x3428-089**

Tattoo LE 929

Red. Calved August 28, 1969 Bred and owned by Henry Buss & Son, Columbus, Nebraska.

SIRE:

Homeplace Benefactor
 Red, Wm. A. Allison's Sons

(Leveldale Rythm
 Red, Mathers Bros.
 Empress 43d
 Red, Wm. A. Allison's Sons

DAM:

Langletree Augusta 5th x
 Red, Henry Buss & Son

(T T Quadrant's Express x
 Red, Henry Buss & Son
 Langletree Augusta x
 Roan, Henry Buss & Son

LOT 57—FEMALE **Merlin Wollesen & Sons** **WEST WIND FLOSSY x3448-920**

Tattoo RE 3W

Roan. Calved June 2, 1969. Bred and owned by Merlin Wollesen & Sons, Lake View, Iowa.

SIRE:

Hel-Lo-Na Royal Sultan x
 White, G. W. Zinnel & Sons

(Clearview Dividend x
 Roan, Lou Kennedy & Sons
 Roan Jewel 18th x
 Roan, Mrs. Arnold Hade

DAM:

Village Gloster x
 Red, Martin Blass

(Kinross Perfect x
 Red, Martin Blass
 Commando's Gloster 2d x
 Red, Joe Blass

WEST WIND FLOSSY x—Her sire has produced champions at the Iowa State Fair, Ak-Sar-Ben and many county fairs. She sells bred to Browndale Command x, the good polled bull we purchased at the 1969 Omaha Sale for \$1,000. This heifer has been running in the cornfield and shows herself an easy keeper.

LOT 59—FEMALE **Lou Laughlin** **L L GOLDEN LADY 124th x3424-351**

Tattoo LE LL/38G

Red. Calved August 4, 1969. Bred and owned by Lou Laughlin, Imogene, Iowa.

SIRE:

R B Ambassador 30th x
 Roan, Rocker Bros.

(Four Dees Ambassador x
 White, Four Dees Farms
 R B Rosewood 11th x
 Red, Rocker Bros.

DAM:

Double L Gold'n Lady 123rd x
 Red, Lou Laughlin

(Skirmish Hill's Consort x
 Red, F. W. Smalstig
 Golden Lady 122d x
 Red, Lou Laughlin



Four Dees Ambassador x, grand sire of Lot 59. This bull was one of many improving bulls purchased in the Omaha sale. Why not buy your herd improver from this year's strong consignment?

LOT 61—BULL**B. Hollis Hanson****CUPBEARER 828 3382-648**

Tattoo RE 828

Red. Calved February 10, 1968. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE:

Keynote's Cupbearer
Red, Penn. State University

[Tuscarora Keynote
Red, Tuscarora Farms
Acadia Clipper Winnie 4th
Red, Cyrus S. Eaton

DAM:

Jealousy Jenness
Red, B. Hollis Hanson

[Louada Landlord
Rd, Louada Manor Fms, Ltd.
Jealous Joanne
Red, B. Hollis Hanson



Hollis Hanson is holding his champion and top-selling Shorthorn bull at the 1969 Omaha Sale. He is by the same sire as Lot 61. This bull sold into a strong commercial herd in northwestern Nebraska for \$935.

LOT 62—BULL**Bandy Shorthorn Farm****B S F ROSEWOOD IDEAL 3 3365-943**

Tattoo LE DB24

Red. Calved May 16, 1968. Bred and owned by Bandy Shorthorn Farm, Blue Mound, Illinois.

SIRE:

Ideal 2nd
Dk. Roan, W. E. Giddens

[Calrossie Ideal
Red' D. P. MacGillivray, Ltd.
Avenel Rosewood 12th
Roan, Avenel Farm

DAM:

Rosewood's Photo Flash
Red, Guy S. Little

[Prairie Creek Meddler
Red, J. E. Klokkenga
Fredale Rosewood 18th
Roan, Fred Lakamp & Son

BSF ROSEWOOD IDEAL 3rd—Reserve senior champion bull at the 1970 Illinois State Fair. Undeclared in class at our local shows. He is a big bull with sound feet and legs. His 365-day weight was 1,044 lbs. with an average daily gain of 3.28 lbs. Size and quality are bred into him, as his mother, going back to Mather's largest bull, Leveledale News Flash, is our largest cow. His full brother was the top-indexing and top-selling bull over all breeds at the 1968 Illinois Performance Tested Bull Sale. This bull will make a good selection for anyone wanting growing ability, quality and stamina.



BSF Rosewood Ideal 3rd, reserve senior champion at the 1970 Illinois State Fair. Sells as Lot 62. His yearling weight was 1,044 lbs. with a 3.28 lb. gain per day of age. Ted Bandy is at the halter.

LOT 63—BULL**Tomson Bros.****WAKONIAN JUMBO 3397-702**

Tattoo LE 523

Red. Calved January 1, 1969. Bred by John Alexander & Sons, Big Rock, Illinois; calved property of Tomson Bros., Wakarusa, Kansas.

SIRE:

Remitall Captain Jim
Roan, Remitall Cattle Co.

[Kelburn Great Event
Dk. Rn. Richards'n Stk. Fms.
Rannoch Costly Lily 120th
Red, T. G. Hamilton

DAM:

Melbourne Goldie
Red, John Alexander & Sons

[Calrossie Diamond
Red, J. & D. P. MacGillivray
Northwood Goldie
Red, Otto H. Grosse



Remitall Captain Jim, sire of Lot 63. Captain Jim was the 1966 Canadian International Bull Sale top-seller at \$3,500. He weighed 2,200 lbs. as a six-year-old in pasture condition. Captain Jim sired the winning gets of sire at the 1969 and 1970 International shows for Melbourne Farms, Big Rock, Ill.



Shorthorn bulls work well on the range and on the farm. If you want to improve your quality and weaning weights and improve your calving percentage buy the bulls offered in this sale.

LOT 64—BULL **B. Hollis Hanson**
PRINCIPLE 33rd 3433-254

Tattoo RE 933

Roan. Calved March 30, 1969. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE:
Principle Landlord
Red, B. Hollis Hanson

(Louada Landlord
Red, Louada Manor Farms
Princess Calmelia Sena
Roan, B. Hollis Hanson

DAM:
Broadhooks Beauty Bride
White, B. Hollis Hanson

(Bridegroom's Masterpiece
White, M. B. Tucker & Son
Broadhooks Beauty M
White, B. Hollis Hanson

LOT 66—BULL **Glen Haven Shorthorns**
GLEN HAVEN JUGGLER 3401-387

Tattoo LE G29

Red. Calved May 14, 1969. Bred and owned by Glen Haven Shorthorns, Manning, Iowa.

SIRE:
K A Juniper
Roan, Urice Bros.

(Rothney Justinian
Red, A. R. Cross
Clipper K 44th
Red, Urice Bros.

DAM:
Renown's Nonpareil B
Red, Lloyd F. Burr & Son

(Allwood Renown
Red, Allwood
Barbarian Nonpareil A
Red, Lloyd F. Burr & Son

GLEN HAVEN JUGGLER—A rugged, heavy-boned bull sired by a son of Rothney Justinian. This bull will be ready for heavy service this spring.

LOT 65—BULL **Tomson Bros.**
WAKONIAN CLIPPER MAX 3rd 3407-288

Tattoo LE 610

Red. Calved April 28, 1969. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE:
Keynote's Clipper Max
Red, Russel H. Lawson

(Keynote Navigator
Red, Penn. State University
Preformer's Mary 2d
Red, Russel H. Lawson

DAM:
Keynote Maid D
Red, Della Stunkel

(E V Jacobite
Red, R. D. & J. M. Collier
Royal Maid D
Red, Herbert Stunkel

LOT 67—BULL **Tomson Bros.**
WAKONIA CLIPPER MAX 6th 3407-287

Tattoo LE 620

Red. Calved May 15, 1969. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE:
Keynote's Clipper Max
Red, Russel H. Lawson

(Keynote Navigator
Red, Penn. State University
Preformer's Mary 2d
Red, Russel H. Lawson

DAM:
Constructor Maid H 3rd
Red, Herbert Stunkel

(Royal Constructor
Red, Clarence H. Ralstin
Royal Maid H 3d
Red, Herbert Stunkel

LOT 68—BULL **Tomson Bros.**
WAKONIAN STAR EVENT 3407-276

Tattoo LE 621

Red. Calved May 19, 1969. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE:
 Kelburn Great Event
 Dk. Rn. Rich'dson Stk. Fms.

(Bapton Copyright
 Red, Cecil Moores
 Kelburn Clipper Beatrice 5th
 Dk. Rn., Richards'n Stk. Fms.)

DAM:
 Wakona Bright Star
 Red, N. D. Hogg

(Ettrick Sir Winston
 RLW, N. D. Hogg
 Ettrick Bright Eve
 Dk. Roan, N. D. Hogg)



Kelburn Great Event, sire of Lot 68. This famous Canadian-bred bull has sired numerous champions and top-sellers indicating their wide appeal among critical judges and buyers.

LOT 69—BULL **Glen Haven Shorthorns**
GLEN HAVEN CAPTAIN 3408-427

Tattoo LE G43

Red. Calved June 2, 1969. Bred and owned by Glen Haven Shorthorns, Manning, Iowa.

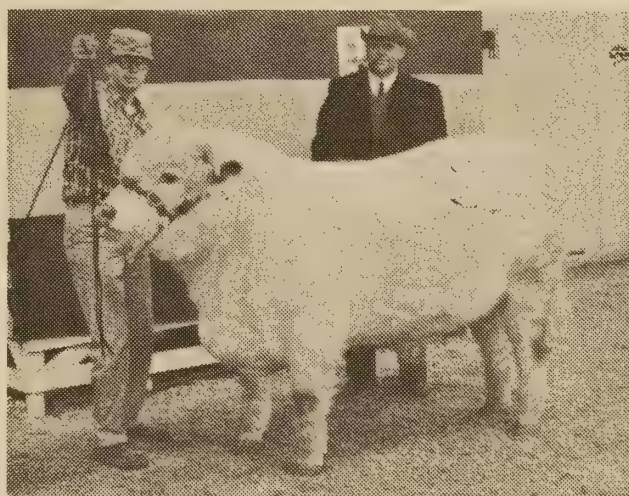
SIRE:
 Glen Haven Craftsman
 Dk. Rn., Glen Hvn Shorthorns

(Duquesne Custodian 6th
 Red, Homer A. Long
 Bonnie Butterfly 50th
 Roan, Johnson Bros.)

DAM:
 Claret Pride 38th
 Roan, Johnson Bros.

(Marshal's Option
 White, Johnson Bros.
 Claret Pride 10th
 Dk. Roan, Johnson Bros.)

GLEN HAVEN CAPTAIN—A good-sized bull, sired by Glen Haven Craftsman. Craftsman was used here as junior herd sire until sold in the Iowa Royal last year where he was first-prize in class.



A Glen Haven-bred bull that was an Omaha champion several years ago. Glen Haven has a consistent record of consigning some of the best to Omaha, Des Moines and Red Oak sales.

LOT 70—BULL **Johnson Bros.**
J B ESCORT 13th 3417-470

Tattoo RE J159

Red. Calved June 24, 1969. Bred and owned by Johnson Bros., Atlantic, Iowa.

SIRE:
 Scotsdale Westgate
 Roan, S. G. Bennett

(Naemoor Escort
 Dk. Roan, Robert Moubray
 Dungarthill April Queen
 Red, H. L. Dewhurst)

DAM:
 Merdale Gloster
 Red, Merdale Farm

(Merdale Twofold Mercury
 Dk. Roan, Merdale Farm
 Merdale Golden Gloster 2d
 Red, Merdale Farm)



Scotsdale Westgate, purchased in the Aberfeldy-Ettrick-Scotsdale Sale for \$3,500. He has developed into a ton bull and is siring some tremendous sons and daughters for Johnson Bros.

LOT 71—BULL **Glen Haven Shorthorns**
GLEN HAVEN CARDIGAN 3418-685

Tattoo LE G40

White. Calved July 5, 1969. Bred and owned by Glen Haven Shorthorns, Manning, Iowa.

SIRE: [Duquesne Custodian 6th
Glen Haven Custodian Red, Homer A. Long
Wh., Glen Haven Shorthorns Glen Hvn Bonnie But'rfl'y 2d
Roan, Everett Johansen

DAM: [Marshal's Option
Orange Blossom 54th White, Johnson Bros.
Dk. Rn., Johnson Bros. Orange Blossom 21st
Red, Johnson Bros.

GLEN HAVEN CARDIGAN—A good white bull with length and bone. Would make a good crossbreeding sire, especially on Angus.

LOT 72—BULL **Johnson Bros.**
J B ESCORT 12th 3417-471

Tattoo RE J158

Red. Calved July 6, 1969. Bred and owned by Johnson Bros., Atlantic, Iowa.

SIRE: [Naemoor Escort
Scotsdale Westgate Dk. Roan, Robert Moubray
Roan, S. G. Bennett Dungarthill April Queen
Red, H. L. Dewhurst

DAM: [Kickapoo Marshal Chief
Rosewood Princess 7th Dk. Rn., Stanley G. Harris
Roan, Johnson Bros. Rosewood Princess 3d
Red, Johnson Bros.

LOT 73—BULL **Tomson Bros.**
WAKONIAN SILVER EVENT 3422-103

Tattoo LE 635

White. Calved July 10, 1969. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE: [Bapton Copyright
Kelburn Great Event Red, Cecil Moores
Dk. Rn., Richar'son Stk. Fms. Kelburn Clipper Beatrice 5th
Dk. Rn., Richard'n Stk. Fms.

DAM: [Orange Barony
Marigold 52nd Dk. Roan, Tomson Bros.
Red, Tomson Bros. Marigold 44th
Red, Tomson Bros.

LOT 74—BULL **Glen Haven Shorthorns**
GLEN HAVEN CHARGER 3418-690

Tattoo G46

Red. Calved July 17, 1969. Bred and owned by Glen Haven Shorthorns, Manning, Iowa.

SIRE: [Duquesne Custodian 6th
Glen Haven Craftsman Red, Homer A. Long
Dk. Rn., Glen Hvn Shorthorns Bonnie Butterfly 50th
Roan, Johnson Bros.

DAM: [Kickapoo Keynote
Orange Blossom 45th Red, Stanley G. Harris
Red, Johnson Bros. Orange Blossom 21st
Red, Johnson Bros.

GLEN HAVEN CHARGER—A growthy, young bull with good size and thickness. He should develop into a good-sized sire.

LOT 75—BULL **Tomson Bros.**
WAKONIAN STAR EVENT 4th 3422-106

Tattoo LE 641

Roan. Calved July 23, 1969. Bred and owned by Tomson Bros., Wakarusa, Kansas.

SIRE: [Bapton Copyright
Kelburn Great Event Red, Cecil Moores
Dk. Rn., Richards'n Stk. Fms. Kelburn Clipper Beatrice 5th
Dk. Rn., Rich'dson Stk. Frms.

DAM: [Louada Javelin
Lady Clipper 27th Red, H. L. Dewhurst
Roan, Tomson Bros. Lady Clipper 14th
Dk. Roan, Tomson Bros.

LOT 76—BULL **B. Hollis Hanson**
PRINCIPLE 938 3437-618

Tattoo RE 938

Red. Calved August 15, 1969. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE: [Louada Landlord
Principle Landlord Red, Louada Manor Farms
Red, B. Hollis Hanson Princess Calmelia Sena
Roan, B. Hollis Hanson

DAM: [Keynote's Cupbearer
Jealous Jean 30th Red, Penn. State University
Roan, B. Hollis Hanson Jealous Jean 34th
Roan, B. Hollis Hanson

LOT 77—BULL**B. Hollis Hanson****PRINCIPLE 940 3437-619**

Tattoo RE 940

Red. Calved October 2, 1969. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE:

Principle Landlord
Red, B. Hollis Hanson

(Louada Landlord
Red, Louada Manor Farms
Princess Calmelia Sena
Roan, B. Hollis Hanson

DAM:

Rosewood Satia
Red, B. Hollis Hanson

(Strowan Souvenir
Red, Carl H. Stander
H H F Air Rosewood
Roan, B. Hollis Hanson

LOT 78—BULL**B. Hollis Hanson****CUPBEARER'S GRENADIER 3437-626**

Tattoo RE 953

Roan. Calved October 10, 1969. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE:

Keynote's Cupbearer
Red, Penn. State University

(Tuscarora Keynote
Red, Tuscarora Farms
Arcadia Clipper Winnie 4th
Red, Cyrus S. Eaton

DAM:

Orange Blossom Caroline
Roan, B. Hollis Hanson

(Louada Landlord
Red, Louada Manor Farms
Orange Blossom Carol
Roan, B. Hollis Hanson

LOT 79—BULL**B. Hollis Hanson****SCOTTISH PRINCE 61 3437-633**

Tattoo RE 061

Red. Calved February 10, 1970. Bred and owned by B. Hollis Hanson, Connersville, Indiana.

SIRE:

Louada Scottish Prince
Red, W. W. Donaldson

(Denend Constellation
Red, Denend Pedigree Farm
Louada Cherrywood 2nd
Red, W. W. Donaldson

DAM:

Secret Goldie 6th
Red, B. Hollis Hanson

(Aircraft Landlord
Roan, B. Hollis Hanson
Secret Goldie Sena
Red, B. Hollis Hanson

What Is A Shorthorn Bull Worth?

What is a good Shorthorn or Polled Shorthorn commercial bull worth? Those of you who have had experience with Shorthorns know their superior profit-making ability and have a figure in mind. For those of you who have not had experience with Shorthorns, we cite this story . . .

Ray Holder, Harrisonville, Mo., used a Shorthorn bull on 20 cows of another beef breed. He used a bull of the same breed as the cows on 20 others.

Nineteen crossbred calves resulted. These were developed the same way and on the same feed as his straight-bred calves. At the end of eight months, when sold, the cross bred's averaged 189 lbs. a head more than the straight-breds and sold for the same price. The heifers sold for \$20.00 per cwt. and the steers for \$23.00.

A little arithmetic shows that the Shorthorn bull added \$43.47 to the value of every steer calf and \$37.80 to each heifer calf. If ten of these were steers and nine heifers, the added return from using a Shorthorn bull was \$774.90 on just one calf crop of 19 head.

Good Shorthorn bulls will make you money. We have the profit-making kind in this sale.

STANDARD GUARANTEE

A - Proper care must be given by purchaser to protect breeding qualities and health of guaranteed animals.

B - All bulls are guaranteed breeders provided they are not allowed to serve when under 14 months of age, or allowed to run with the herd when under 20 months of age. In case of failure of a bull to be a breeder, notice shall be given to the seller within six months of date of purchase, or by the time the bull is 20 months of age, if purchased under 14 months of age.

C - With the exception of heifers sold under 14 months of age, all females are guaranteed breeders. Heifers under two years of age, shall not be served by a heavy or old bull. Cows or heifers sold as bred, or safe in calf, not proving to be in calf must be reported to the seller within three months after date of sale. Females over 14 months of age sold open, not settling within six months after date of sale, shall be promptly reported to seller.

D - When an animal fails to comply with the above guarantee the seller has the option of substituting an animal of equal value to the satisfaction of the purchaser, or of having the animal returned for a trial for a period not to exceed six months. In case of dispute the return of the full purchase price, without interest, to the buyer will be considered full settlement and satisfaction to all claims. No charge for feed or maintenance shall be made by either buyer or seller. Salvage shall go to the seller. It shall be understood that the same guarantee given for the first animal shall likewise apply to any animal later substituted.

E - In the event an animal is returned by the buyer to the seller as a non-breeder the buyer must furnish to the seller a veterinarian's certificate showing that his herd is healthy as such a certificate is required by the seller.

F - All animals catalogued have been tested for T.B. and are clean, and have also passed a test for Brucellosis thirty days prior to the sale, or are accompanied by Bangs Vaccination Certificate. Announcements will be made covering animals not clear from vaccination.

G - Certificates of registry and transfer will be furnished with each animal sold. A signed application for unborn calves should be furnished with bred females showing names and record numbers of sire and dam, as well as service date.

H - All prospective buyers should check health requirements of their states. Health certificates will be provided with each lot sold.

SHIPPING ARRANGEMENTS: It is the obligation of the consignors and this association to see that all cattle are properly loaded on cars or trucks as directed by the buyers for shipment. Cattle will be at buyer's risk as soon as bid off, but every precaution will be taken to see that animals are cared for properly.

BE SURE TO LEAVE DEFINITE SHIPPING INSTRUCTIONS AND CORRECT TRANSFER INFORMATION WITH THE SALES CLERK.

INSURANCE: Coverage may be secured at the time of sale.

AMERICAN

Shorthorn

ASSOCIATION

OFFICERS

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BYERS, COLORADO 80103

JAMES A. BRENNEN, JR., VICE PRES.
RT. 1, BOX 527
POULSBORO, WASHINGTON 98370

C. D. SWAFFAR, SEC.
8288 HASCALL ST.
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RUSSELL HELD
HINTON, IOWA 51024

R. B. STIMSON
DUMAS, ARKANSAS 71639

February 24, 1971

Dear Wayne:

Enclosed is a copy of the Omaha Sale catalog. Sale wasn't quite as good as a year ago but neither were the bulls. We really didn't have any outstanding prospects in the lot. I know of four buyers on hand willing to pay around a \$1,000, or more, for a good herd sire that didn't even bid on a bull. Seems like the good bulls...especially Polled bulls...have been pretty well picked over. The demand has been very strong privately. Consequently, we are having trouble getting enough cattle for a lot of our sales.

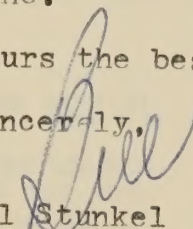
Today we sent you your lapel pin. It isn't that we had forgotten it. We were trying to deliver as many of these as possible personally.

Thanks for reminding us. Hope you liked the Jubilee Issue. We have many fine comments on it. Just wished our picture files would have been a bit more voluminous so that we could have carried more pictures of people.

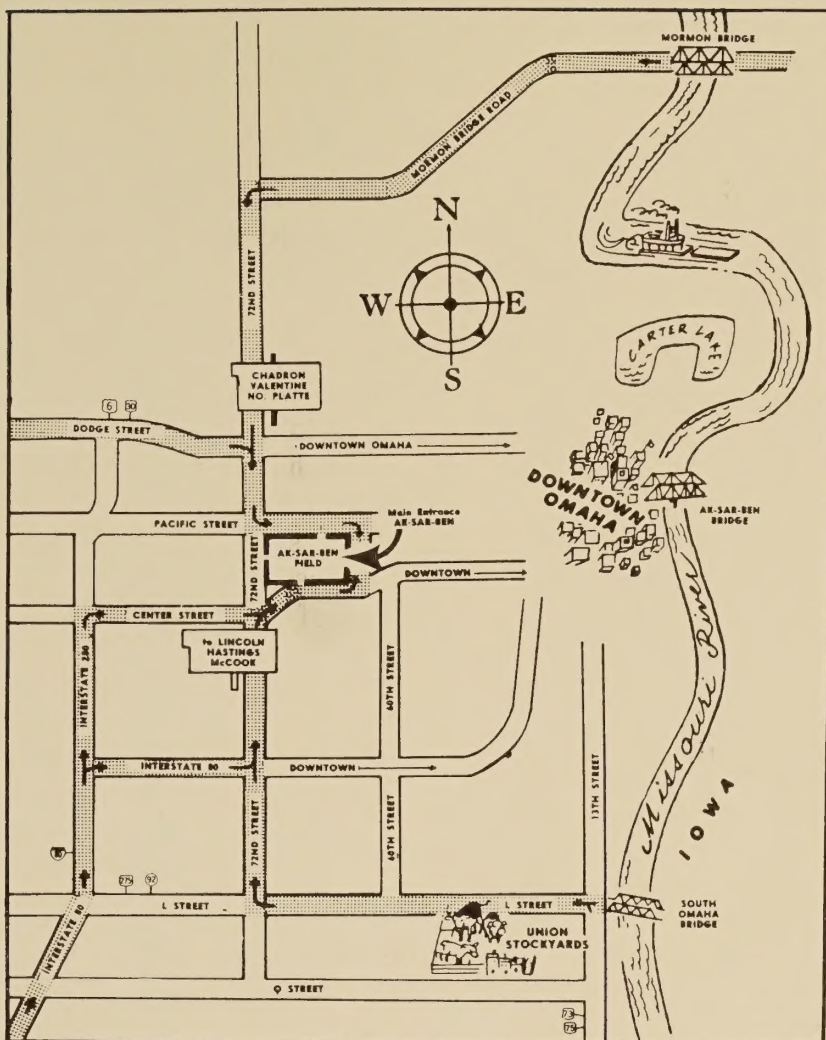
Perhaps the next one.

Wishing you and yours the best of everything.

Sincerely,


Bill Stunkel
Director of Public Relations

How To Get To AK-SAR-BEN



ATTENTION ALL SHORTHORN AND POLLED SHORTHORN SHOW AND SALE EXHIBITORS

The following rules are in effect at all Ak-Sar-Ben Livestock Sales. These are for the protection of the exhibitor, the buyer and Ak-Sar-Ben.

1. ALL CATTLE MUST BE DOUBLE TIED.
2. NO SMOKING IN THE LIVESTOCK BARN.
3. NO TRUCKS ALLOWED IN THE LIVESTOCK BARN AT ANY TIME.
4. PARK TRUCKS AND CARS AWAY FROM THE LOADING CHUTES AND IN THE AREA NORTH OF THE LIVESTOCK BARN . . . OR . . . IN THE SOUTH PARKING LOT.
5. CONSIGNORS SHOULD CHECK WITH BUYERS IN REGARD TO WATERING AND FEEDING CATTLE IF LEFT OVERNIGHT.
6. AK-SAR-BEN IS NOT RESPONSIBLE FOR ANY ANIMALS.
7. NO CATTLE WILL BE ALLOWED TO LEAVE THE GROUNDS WITHOUT A RELEASE.

—KNIGHTS OF AK-SAR-BEN

SALE HEADQUARTERS

**PROM TOWN HOUSE
MOTOR INN**

**7000 Dodge Street
Omaha, Nebraska**

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A.S.A. SALE MANAGEMENT

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(address correction requested)

Bulk Rate
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56th ANNUAL

OMAHA SHORTHORN AND POLLED SHORTHORN SHOW AND SALE

Ak-Sar-Ben Field — Omaha, Nebraska

FEBRUARY 9, 1971